

The Reason for Cohen's Silk Influence is Here.

This is by great odds the largest Silk Store in the city, both in the amount of stock carried as well as sales. We give below a few of the wonderful price inducements among the best as well as popular-priced silks. You'll find all the novelties here, too.

\$1 Crepe De Chine, Silk.
Every wanted street and evening shade, including black, white and cream, guaranteed pure silk, soft and clingy.
\$1.10 Black Beau De Sole, Silk.
25 inches wide, pure silk, has a splendid, lustrous surface.
\$1.19 Black Taffeta, 85c.
26 inches wide, guaranteed pure dye, has an extra heavy finish, for skirts and lining purposes.
\$1.25 Crystal Cords, 80c.
27 inches wide, excellent line of popular colors, new for making coats and dresses.
85c Fancy Silks, 50c.
New line of Fancy Silks, in navy, green, violet, plum and other colors, in stripe and check effects.
\$1.19 Taffeta Silks, 90c.
27-inch Chiffon Taffetas, in brown effects, makes beautiful shirt waist suits.
\$1.69 Black Taffeta, \$1.25.
Imported Black Taffeta, 36 inches wide, lustrous chiffon finish, smooth, even weave, perfect satisfaction in the wearing.
50c Chiffons, 25c.
Black and White Chiffons, double width, pure silk, soft or stiff finish.
\$1 Plaid Silks, 75c.
Full line of exquisite new Plaids, in all the popular colors for this season.
\$1.25 Black Taffeta, 90c.
Chiffon finish, 35 inches wide, guaranteed pure silk, heavy finish, for fall suits.
50c Taffetas, 30c.
Lining Taffetas, in all colors, suitable for evening and street wear; every thread pure silk.
60c Black Silks, 39c.
26-inch Black Taffeta, heavy and pure silk, has a splendid, lustrous finish.
35c White Silk, 17c.
21-inch White Habutai, pure silk, will launder perfectly.
\$1 Louises, 90c.
Pure Silk Louises, in white and colors, soft and clingy; has a finish like janne velvet.

Beautiful Dress Trimmings.

There are many new ideas in dress garniture this season. An otherwise plain costume can be made handsome by the new trimmings.

BRAIDS. In solid color and combinations; prices start at 4c a yard.
VELVET BANDS AND APPLIQUE. In the new shades—Alice blue, heliotrope, plum, green and wine—50c to \$2.50 a yard.
TAFFETA SILK GALLONS. Embroidered in handsome separable motifs, \$3.50 a yard.

Many Pretty Novelties in Flannels and Cottons.

Many of these are imitations of silks and woolsens, so cleverly made that it is difficult to distinguish them.
New Mercerized Novelty Waistings. White and tinted grounds; the grade that usually sells for 50c, for 35c.
35c All Wool Waistings and Suitings.
20c Scotch Plaid Crepe Suitings. In all the new effects, 12-1-2c.
Double Face Mole Skin Flannel. In the soft pannel tinted, figured effects, 10c.
12-1-2c Crepe Flannels. In all the new designs and colorings, 9-1-4c.
A new fabric for waist and suits is the Cotton Broadcloth; looks and wears like the woolen and will launder—all solid colors, 25c.
Mercerized Shepherd Check Suitings. In white and black, also colors, 10c.
Solid Color and Fancy Woven Flannels.

Cohen's Fall Opening of Fine Tailored Garments.

With all the experience of the past successes to draw on, we have taken many strides forward for the new season. A galaxy of the styles adopted by the world's best-dressed women will be on view Monday.
Parisian dresses and dresses from Parisian models. The tailoring is the best we could find, and we are better prepared to guarantee satisfaction than ever.

Tailored Suits.

Tailor Suits of Cheviot. In black, blue and green; 42-inch coat, lined to waist; skirts plaited, opening at foot, \$10.
45-inch Coat Suits of all wool cheviot. Shaped collars, new sleeves, coat plaited all around, inverted plait skirts, \$15.
Blue, Black, Green and Gray Suits. With 20-inch coats, stitched straps and belt, full satin lined; skirts with box plaited panels, \$15.
45-inch Coat Suits of black, blue and green cheviot. Also new gray mixtures; shaped velvet collar and cuffs, lined with heavy satin; 11-gored plait skirt, \$20.
Handsome Broadcloth Suits. 45-inch coats, imitation collar of velvet, new modeled skirts, \$22.50.
45-inch Coat Suits of broadcloth, serge, grenadine and English tweeds. All this season's newest effects, \$25.
Misses' Suits of cheviot and fancy mixtures. In box and fitted coat effects, \$10.

New Skirts.

Skirts of Melton. In black and navy, all sizes, for \$1.
New Plaited Skirts. In black, blue and gray, \$2.08.

New Waists and Sweaters.

Hundreds of Children's Sweaters, sizes from 2 to 14 years, all colors, various styles; prices from 50c to 95c.
Women's All Wool Blouse Sweaters. All the new shades, white or colors, \$1.50.
Knitted Norfolk Jackets. Same that are usually sold for \$3.95, all colors and sizes, \$2.98.
CHIFFON TAFFETA WAISTERS. Embossed front, shirred yoke, all colors, including black or white; a waist that sells ordinarily for \$5, price \$3.98.
Handsome Embroidered Cashmere Waists. Laced or tucked yoke, sizes 14 to 18, for \$2.98.
Sheer White Lawn Waists. \$1.50 and \$2 values, for \$1 and \$1.25.
Flannellette House Waists. All colors and styles, for 50c and 55c.
Stylish and Serviceable Black Satin Waists. With embroidered front, 98c.

Children's Cloaks.

Are Ready for You.
A complete line of Children's Cloaks, sizes 2 to 6 years.
Beautiful Beautiful Bearskin Cloaks. White or colors, made with or without cape, for \$2.08 and 85c.
Crushed or Ripple Velvet Cloaks. In all the newest shades; some with fur collar and cuffs—prices \$3.08 and \$5.50.
White Bedford Cord Cloaks. Long or short, broad trimmed; all wool, for \$1.25.
The Most Beautiful All Wool Bedford Cord Cloaks. Elaborately trimmed with broad satin ribbon, long or short, \$2.08.
Boys' Fine Suits.
Boys' Suits, in solid blue and black, made of clay diagonal, flannel, plain and herringbone chevrons, strictly up-to-date tailored garments; prices \$2.48 and \$4.08.
Boys' All Wool Suits, Norfolk, with bloomer trousers and double breasted style, in new and pretty mixtures, \$3.95.

Cohen's Progress is the Result of a New Merchandise World.

More than \$300,000 investment in merchandise is convened to satisfy the leap of progress in the New Cohen Store. Styles and materials of all the various manufacturing countries have been called into play for this collection, and we call upon you to see it.
The Horse Show, only a week off, has received its styles as a re-echo from the New York exhibition. The preparation to satisfy the most fastidious is one of the strong cards that speaks for this store.

.. It's the New Store ..

with the bettered ideas for the buyer and the seller. The popularity of the past is pushed to a growth to please the thousands instead of the heretofore hundreds. Special price-making for the right sort of goods is almost exclusive with this store.

Richmond's Greatest Carpet Business

comes to Cohen's for cause. From the modestly priced Ingrain to the finest Persian Rugs there is a splendid collection of all the wanted goods. In adding to our already immense stock we have also increased our facilities for handling it. It means less delays. With experts who know their business to advise you, it always guarantees satisfaction.

Rugs.

3x4 yards Tapestry Brussels Rugs. \$13.50.
3x4 yards All Wool Smyrna Rugs. \$10.75.
3x4 yards Axminster Rugs. \$22.50.
3x4 yards Brussels Ingrain Rugs. \$10.
3x4 yards Moroccan Smyrna Rugs. \$11.75.
3x4 yards Ingrain Rugs. \$4.25.
27x60 inches Axminster Rugs. \$2.25.
36x72 inches Axminster Rugs. \$3.25.
36x60 inches Smyrna Rugs. \$1.
36x60 inches Heavy Smyrna (Wool) Rugs. \$2.50.

36x72 inches Heavy Wool Smyrna Rugs. \$3.25.
4x7 feet Wool Smyrna Rugs. \$3.95.
Linooleum Mats. 18x36 inches, 30c.
Brussels Carpet Sweepers. \$2.50.

Carpet.

Ingrains. Brussels, Velvets, Wilton, Axminster and every kind, for rooms, halls and stairs, every color and pattern.
Ingrains. from 25c a yard.
Brussels. from 55c a yard.
Velvets. from 85c a yard.
Wiltons. from \$1 a yard.
Axminsters. from 90c a yard.
With or without borders.

Floor Oil Cloths.

Good Floor Oil Cloth. new patterns, 25c a yard.
Others at 30c, 35c and 40c.
Linooleums. for 50c, 62-1-2c and 75c, plain or figured.
India Linooleums. \$1, \$1.25 and \$1.50 a yard.

Window Shades.

In stock. 3x6 feet, for 25c.
Made to order, any length or width; get our estimate.

Robes For the Great Horse Show

We have just received in time for the Horse Show our lot of the finest imported and American-made Lace and Spangled Robes. They are priced very low.
New Net Robes—white, trimmed with ruching; these semi-made robes require but a few stitches to make a complete costume, \$8.75.
Net Robes. in white, pink or blue, \$12.
Robes of All-Over Lace. \$13.50.
Black Spangled Robes. \$9.50, heavily spangled.
Black Silk Net Robes. \$10.50.
From the above prices up to \$75, including the handsomest imported robes.

Handsome Curtains and Other Interior Decorations.

Thousands of pairs of Curtains and Portieres, and everything to make attractive the home.
Arabian and Cluny Curtains. all hand made in every style, from \$2.98 to \$30 a pair. Values from \$5 to \$50.
Irish Point Curtains. made on best quality net and heavy hand worked border, 3/4 and 4 yards long; value \$3.50 to \$25, prices \$4.50 to \$10 a pair.
Renaissance Curtains. ruffled and full, 3 and 3 1/2 yards long, \$1.25 to \$5.50.
Heavy Cable Net Curtains. strong and durable, 3 1/2 and 4 yards long, \$2.50 to \$5 a pair; values from \$3.50 to \$7.50.
Heavy Double Thread Brussels Effect Curtains. 4 yards long; \$4.50 value, \$2.98 a pair.
3 1/2 Double Thread Scotch Curtains. 3 1/2 yards long, \$2.50 a pair.
3 1/2 Nottingham Curtains. \$2 a pair.
3 1/2 Nottingham Curtains. 60 inches wide, 3 1/2 yards long, \$1.50 a pair.
3 1/2 Nottingham Curtains. 90c a pair.
3 1/2 Nottingham Curtains. 3 yards long, 50c a pair.
Tapestry Portieres. plain colors and two tone effects, from \$1.50 to \$15 a pair; value \$2.50 to \$25.
8-4 Tapestry Table Covers. silk finish, large enough for dining table; \$3 value, for \$2.
Couch Covers. in Oriental and Roman stripes, 8 yards long, 50 and 60 inches wide, 95c to \$2.08; values \$1.50 to \$3.
Curtain Poles. 5 feet long, with brass finials complete, 15c.
White Cottage Rods. with fixtures, 7c.

Women's Knit Underwear Specials

Every season we get some nice mill lots which are bargains. They are closed out quickly.
Axford Cut Vests and Pants—every woman knows them—seconds of the 85c and \$1.25 grades—perhaps a dropped stitch—these are 60c and 85c.
Women's 50c Half Wool Vests and Pants. 30c each.
Women's Half Wool 50c Ribbed Vests and Pants. 30c.
Women's Nice, Fine Ribbed Vests and Side Buttoned Pants. cut full and long, 25c.
Boys' Fleece Union Suits. with elastic seams, all sizes, 48c.
Misses' and Children's Vests and Pants. in Egyptian, ribbed and fleeced, in all sizes, 10c.
Infants' Wool Ribbed Wrapper Vests. in all sizes, 25c; sizes from 1 to 6, neatly trimmed neck and front and pearl buttons.
Boys' and Girls' Union Suits. natural color or Egyptian, 25c.
Women's Medium Weight Perfect Fitting Bleached Ribbed Corset Covers. regular and extra sizes, 19c.
MUNING UNDERWEAR. You can get all sizes of this best of all make, 50c and upward.

New Cushion Covers.

Other Art Items.

Several gross of Made Cushion Covers, lithographs, hand painted, some of Burlap, for 25c and 50c.
Dotted Muslin Scarfs. ruffled and lined with various colors, for 50c.
Hundreds of yards of Cushion Cords. silk or mercerized, sold for 13c and 20c, are to be closed out at 7c and 10c.
Mexican Drawn Linen. in all shapes and sizes, prices start with a Center, 12x12 inches, at 25c, to Scarfs, 20x72 inches, at 98c.
Seamless School Stockings. sizes to 9 1/2, fine ribbed, double knee and shaped ankles, and bought to sell at 12 1/2c; the price, 10c a pair.
IMPORTED STOCKINGS. 10c. All the Women's 25c, 30c and 35c Fancy, Dropstitch, Plain Gauze, in tan, blue, black and black Macao, with white feet, any for 10c.

Two Hosiery Specials.

120 dozen pairs of Boys' and Girls' Seamless School Stockings. sizes to 9 1/2, fine ribbed, double knee and shaped ankles, and bought to sell at 12 1/2c; the price, 10c a pair.
IMPORTED STOCKINGS. 10c. All the Women's 25c, 30c and 35c Fancy, Dropstitch, Plain Gauze, in tan, blue, black and black Macao, with white feet, any for 10c.

A Splendid Display of Handsome Dress Fabrics

Some exclusive patterns and every grade of goods; that is why we were tempted to buy more than ever before. The variety is, therefore, much greater.

Colored Goods.

ENGLISH STORM SERGES. In the new blue; this special purchase enables us to sell you a \$1 grade for 50c.
OXFORD VOILES. In cream only; this is an entirely new fabric—50c a yard.
NEW PLAIDS—designed by the Highlanders—beautiful effects, real Scotch, any for 30c.
WIRE VOILES. In all the new colors, exceptional good value at 75c and 81c.
THE NEW SHADES in Imperial and Storm Serges are here, 30c.
64-INCH TAILOR DRESS WORSTED FABRICS. In English and Scotch mixtures, with invisible plaid effects, \$1.25 to \$2.25 a yard.
FRENCH BROADCLOTHS. In every shade; an extra high grade is here for \$1; from that to \$3.50 a yard.
FRENCH BATISTES. Dame Fashion says they are to be used this season; they are here in any shade, all wool, 50c a yard.
ALL WOOL CASHMERE. In the 1905 shades, 42 inches wide, for 50c.
TRICOTS. All wool, pastel and street shades, 35c a yard.
HERRINGBONE CHEVIOTS. 54 inches wide, in the latest mixtures, 80c a yard.
MOHAI MIXTURES. In all the fancy loom trick effects, 50c a yard.
Black Goods.
ALL WOOL SHRUNKEN CHEVIOT. 54 inches wide, special value, 95c a yard.
BOURETTE NOVELTY CLOTH. 44 inches wide; one of the season's newest fabrics; worth \$1.75, our special price 98c a yard.
HANDSOME FINISH BLACK DRAP DE ALMA. 4 inches wide, for \$1.39.
ALL WOOL BLACK CASHMERE. 44 inches wide, special value for 75c a yard.
ALL WOOL BLACK MELROSE. 44 inches wide, 81c a yard.
ALL WOOL BLACK SERGE. 44 inches wide; the quality, for 90c a yard.
BLACK DIAGONAL SERGE. 54 inches wide, already shrunken and sponged, special price \$1.25 a yard.
LOT OF ALL WOOL BLACK VOILE. with silk stripe, could not possibly be matched under \$1.25, special price 90c a yard.
ALL WOOL BLACK PANAMA. 35 inches wide, for \$7-1-2c a yard.

A Great Sale of Our Own Imported Linens.

We have the finest line of Table Damasks and other Linens ever shown in Richmond. There are several special bargains where entire lots were closed out. Some of the Damasks are 33-1-3 per cent. under value because there are no napkins to match.

A Towel Wonder on sale Monday, 360 dozen best Barnsley Linen Huck Towels—hemstitched and hemmed—hemstitched damask, with knotted fringe and open work; none in the lot worth less than \$4 a dozen, and most are the usual \$7-1-2c to 50c (lowels); you can select any for 25c each.

Another extraordinary Towel is a heavy hemmed Huck Towel, 18x36 inches, half a dozen for 50c.
Usual \$3 a dozen Huck Towels. hemstitched and hemmed, all white, with damask borders, 20c each.
Hemstitched Linen Pillow Shams. 30 inches square, 30c each.
Hemstitched Linen Tray Cloths. 18x27 inches, 10c.
Handsome Mexican Drawn Work Tray Cloths and Centerpieces. with 3 rows of drawn work and hemstitching, 38c.
Table and Dish Mats. all linen damask, with whipped fringe, round or oblong, 8c each.
Guinea Grass Bleached Table Damask. pure linen, 2 yards wide, 75c from dressing; American Beauty Rose, Fleur de Lis and other designs; nothing to equal it under \$1 has been sold in Richmond; price 75c a yard.
2 Irish Linen Damask. 2 yards wide, snowdrop pattern, with double border, \$1.25 a yard.
2 yards wide Pure Irish Linen Damask. in the new Bayadere pattern and open borders, heavy weight and fine texture; regularly \$1.25, special price here 85c.
Imported Mercerized Table Damask. 64 inches wide, 48c a yard.
87 dozen All Linen Dinner Napkins. to be sold, special Monday, at \$1 a dozen.
Full Size Linen Pillow Cases. 22 1/2x36 inches, 30c each.

Here Are Six Bargains at Remarkable Prices.

This lot of goods came in time to go on sale Monday. We think there is enough of all to last for the entire day.
3,000 Silk and Leather Belts. all kinds and colors, made to sell at 19c and 25c, choice 5c each.
1,000 Tooth and Nail Brushes. worth to 25c, special 10c each.
Colgate's Out Meal, Glycerine and Brown Windsor Soap. 10c size, 6c cake.
1,000 Bead Neck Chains. 25c ones are 10c each.
Big lot of Envelopes. Vienna, Carriage and Variety Bags, worth to \$1.25, choice any, 50c.
5 gross Solid Gold Cuff Pins. a bargain at \$1, special, 48c a pair.

The Bargain Basement Will Surpass All the Past

We have searched the country over for goods that will be bargains in our basement. We found several mill lots in cottons and flannels; here they are:

Sale of 12 1/2c to 15c Long Cloths. Cambrics and Cottons, in lengths to 10 yards, more than 5,000 yards, at 8-1-2c a yard.
Yard Wide Pileed Black Flannel. several designs, 9-1-4c.
6-1-4c Indigo Blue Prints. neat designs of white, for 4-1-2c.
12 1/2c Double Faced Outings. in all the new woven effects, for \$1-1-2c.
8-1-3c and 10c Long Cloths. Cambrics and Cottons, full yard wide, 10 to 20 yards; some have slight imperfections—choice 6-1-2c a yard.
New Dark Percales. 4-4 and 7-8 wide, sells from the full piece at 10c; from \$1.50 to \$5.

Bargain Sale of Beddings.

Lamb's Wool Comforts. fancy figured, silkholle covered, tufted, soft and warm as blankets; several designs and colorings, \$2.75.
Silk Floss Comforts. mercerized silk-oline covered, equal in weight and warmth to down; full size, pretty coverings, \$3.
Regular \$5 Down Filled Comforts. covered with imported figured satteens, dainty colorings and designs, \$3.75.
We have more than a hundred dozen Comforts. prices from 50c upward.
A Full Double Bed Size Laminated Cotton Coverlet. covered with the best figured silk-olines, numerous designs and colorings, \$1.25.
The regular \$7.50 California White Wool Blankets. full 11-4, extra heavy, deep fleeces, special price \$5.75.
The \$6.50 10-4, 11-4 and 12-4 Blankets. several grades; your choice of the three sizes for \$5.
10-4 White Australian Wool Blankets. heavy, deep fleeces; instead of \$3.50—show slight handling—\$2.50.
11-4 Blankets have been reduced to \$3.
12-4 Extra Heavy Deep Fleece Gray or White Blankets. \$1.50.
Heavy Fleece Egyptian Gray and White Blankets. 11-4 size, \$1.25.
Heavy Double Fleece Blanket. 75c; the 10-4 size is gray and white, with borders or plain.
A Gray Blanket, double fleeced, 45c.
SALE OF SATIN FINISHED 33 IMPORTED MARSEILLE QUILTS; some have slight imperfections, makes the price \$1.25.
A Full Size Heavy Crochet Quilt. that was made to retail for \$1; some are all stained and go on sale at 60c.
There are hundreds of White Quilts here, for single and double beds; also mital beds, from 50c to \$5.

\$10 12-Piece Toilet Set, \$6.50.

\$6.50—12-piece White and Gold Toilet Set. worth \$10.
98c—\$1.50 Handsome Imported Gold Finished Chocolate Pots.
\$1.50 a dozen—\$2.50 Bavarian China Fruit or Dessert Plates. 50c each—80c Decorated Gold Stippled Covered Dishes.
Ornaments. in Bohemian or Tiffany Glass, French, German or Italian China, Queen's Ware, Old Moroccan or Japanese Ware, from 10c to \$25.
80c for 50c to 75c Footed Crystal Glass Comforts.